



Cinnamon Faith Action Audit  
Birmingham (central)

# CINNAMON FAITH ACTION AUDIT

Serving the people of Birmingham (central)

May 2015

# INTRODUCTION

I am pleased to introduce the Cinnamon Faith Action Audit. The purpose of the Audit is to provide evidence for both the social impact and the economic value of all that faith groups do in communities across the UK.

Cinnamon Network hopes that the evidence provided in this report will inspire a greater confidence that faith and faith-based social action is a force for good in our society.

As a Christian, my dream is that this renewed confidence will help local churches have new conversations and form new partnerships with Local Authorities, the Police and other agencies, to help those people most at need in our communities.

**Matt Bird**

Founder of Cinnamon Network  
2015

.....  
: “I am delighted, on behalf of the Police Service,  
: to support the Cinnamon Faith Action Audit. I  
: have national responsibility for what is termed  
: ‘Citizens in Policing’, a volunteer-based approach.  
: The Cinnamon Faith Action Audit will reveal  
: the breadth and depth of social action via faith  
: groups in our communities. From my perspective  
: this provides an opportunity to better understand  
: the social action network across our country.  
: It is an extremely useful piece of work and the  
: potential is enormous.”  
: .....

.....  
: **Michael Banks**, Deputy Chief Constable,  
: Durham Police and National Lead for Citizens in Policing  
: .....

# THE LOCAL SPONSORS



“If we are going to really declare war on poverty and make a lasting difference to the well-being of the citizens of where we live we absolutely need to know what is going on on the ground, this is why the Cinnamon Faith Action Audit is not just a good thing to do but a vital thing we need. It is said that the way to win any war is to first knock out the capability of any enemy to communicate. Conversely, the key to winning is communication and information exchange. The Audit provides us with key information and relationships so that we can be the salt and light that we have been called to be. It’s a superb idea and an extremely valuable exercise, that will ultimately facilitate relief to many.”



**Mark Ryan, Chair, Church Leaders Network in Birmingham**



“Throughout the UK people of faith are at the forefront of serving their local communities. From practical action to emotional support, they are most often volunteers, quietly supporting individuals and making their communities better places to live.”

# EXECUTIVE SUMMARY

## The value that faith groups bring

In Birmingham (central) we counted 201 projects, 81,620 beneficiaries in 2014, 2,738 volunteers and over £4 million of financial value being provided by faith groups in the area. This shows that at a time when budget cuts, changes to benefits and rising housing costs are affecting many communities across the country, there are groups of committed and faith-driven individuals who are stepping into the gap. The Cinnamon Faith Action Audit has found that across the UK they give over £3 billion worth of time and resources annually to support those most in need through social action projects.

Local churches and other faith groups work with families, provide debt advice, coach people back into work, offer emergency food parcels and provide a safe

201

Total Number  
of Projects

81,620

Total Number of  
Beneficiaries in 2014

30

Total Number  
of Respondents

86

Total Number  
of Paid Staff

32,192

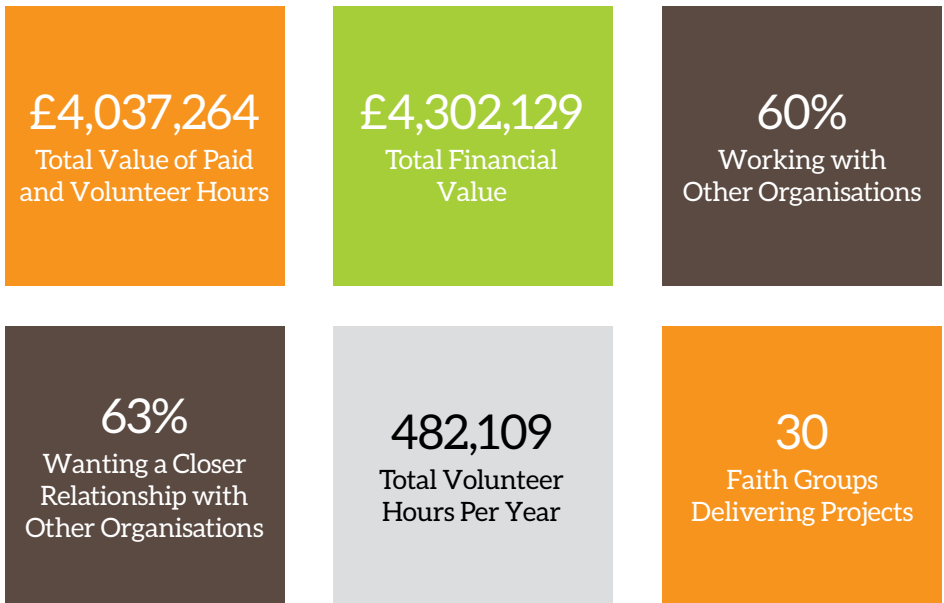
Total Paid Staff  
Hours Per Year

2,738

Total Number  
of Volunteers

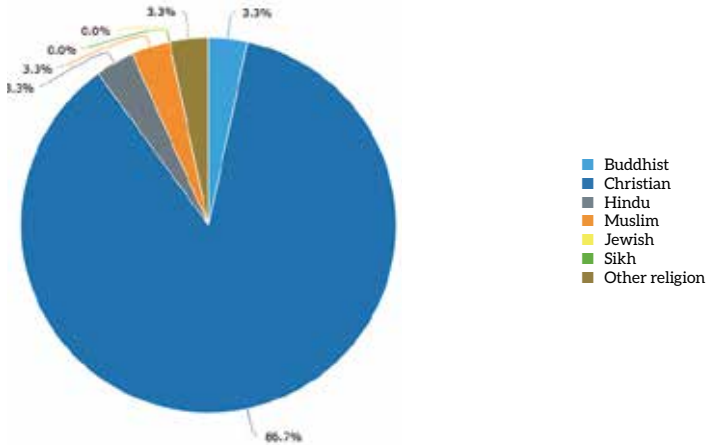
place to belong and build friendships. These groups are uniquely positioned to support those in most need on multiple levels and the Cinnamon Network believes that they should be celebrated and encouraged.

To reveal a picture of the current level of commitment of local churches and other faith groups, in February of this year Cinnamon Network undertook a comprehensive survey of local faith-based social action across the UK. 57 'Local Champion' volunteers worked in their area to create a list of as many faith groups as possible to invite them to take part in the Cinnamon Faith Action Audit. This report showcases the results from Birmingham (central).

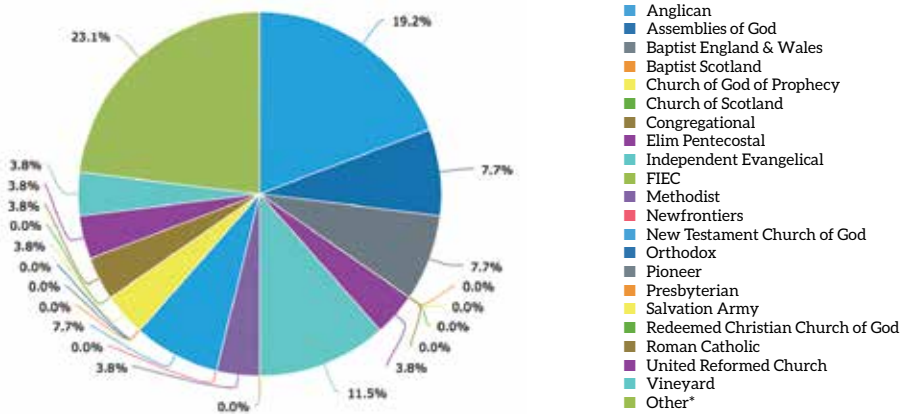


# WHO RESPONDED

## Spread of faiths



## Christian Denominations



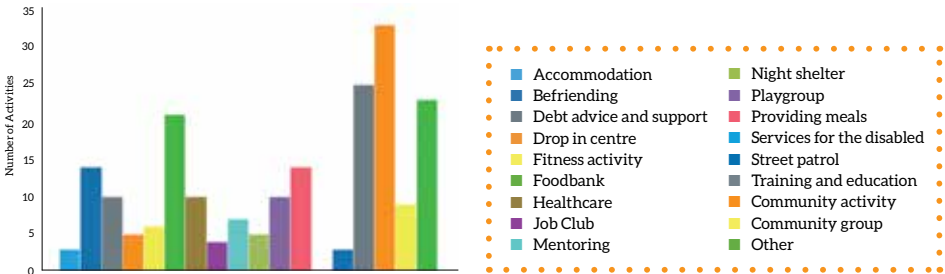
\*The 'Other' category includes churches which represent more than one denomination, such as multi-church charities or groups and also a range of smaller independent church denominations and streams such as the Seventh Day Adventists, Ichthus, Quakers and Groundlevel.

# THE NEEDS BEING MET

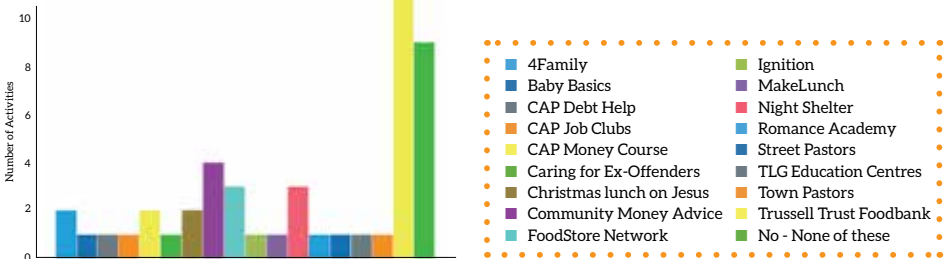
## Needs addressed



## Types of activity offered



## Cinnamon Network activities



# THE BENEFICIARIES

The results of the Cinnamon Faith Action Audit show that local churches and other faith groups in the area work with a vast cross-section of beneficiaries. Rather than being focussed on one particular age group or gender, faith-driven volunteers and paid staff are actively working with people of all ages and with men and women in almost equal measure. This confounds the stereotypical image of a church engaging mostly women and children through a few coffee mornings and parent and toddler groups and gives an insight into the true breadth, value and impact on all sections of the community that local churches and faith groups offer.

## The age of people supported in the community



## Gender of beneficiaries





# BIRMINGHAM CENTRE FOODBANK



A Cinnamon Recognised Project

**“I thought you just come here, give your voucher in and get your food and go. But you’re so much more than that here, I’ve seen so much kindness.”**

**Visitor, Birmingham centre Foodbank**

# IMPACT

In Birmingham (central) the Cinnamon Faith Action Audit found that each church or faith group was delivering on average, per year:

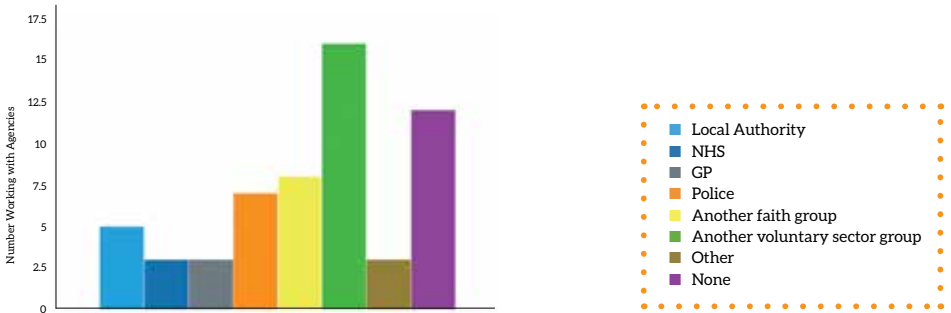
- 7 social action projects
- Support for 2,720 beneficiaries
- 3 paid staff
- 91 volunteers
- 1,073 paid staff hours
- 16,070 volunteer hours
- £143,404 worth of support (paid staff hours, plus volunteer hours calculated using the living wage of £7.85 and a small supplement for management time)

That's a huge potential resource for the local community with dedicated and mobilised volunteers and paid staff giving time and energy into meeting the needs of the local community. It's worth noting that the financial value is really only a slice of the true value of these social action projects. Our data was based only on the time that volunteers and paid staff give in the direct preparation and delivery of social action projects. If it was to include the in-kind value of buildings and other resources used, the figure would be much higher. Similarly, the survey did not capture all the knock-on savings that the social action projects make for Local Authorities, the Police and other agencies in terms of demand reduction.

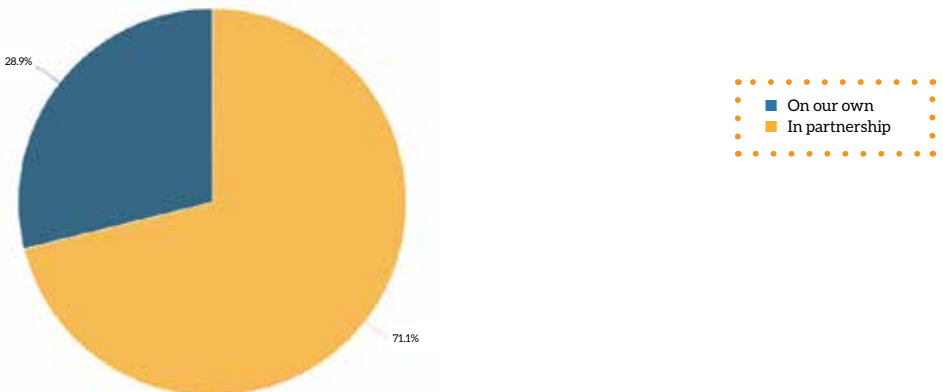
# PARTNERSHIPS

The Cinnamon Faith Action Audit found that there were already developing partnerships between Faith Groups and the Local Authority, Police and other agencies, but more could be done to create a truly collaborative approach.

## Working in partnership with



## Who runs the activities?



# CONCLUSION

Cinnamon Network wants to see local churches and other faith groups grow in confidence and capacity in their role at the heart of the community. We want to see local churches and other faith groups empowered and encouraged to take up their place, and be externally recognised and resourced as part of the overall picture of provision in any given community.

The Cinnamon Faith Action Audit was undertaken to map the scope of faith-based social action. We aimed to capture the broad range of social action which is being delivered by faith communities. From this initial report we can see that collectively, local churches and other faith groups are a major provider of services and support to the local community.

The Cinnamon Faith Action Audit has been a starting point, a way of gathering faith groups together to demonstrate the great wealth of service that they provide. It is hoped that from here, local churches and other faith groups will now take their place as part of the wider scope of recognised provision alongside Local Authorities, the Police and other agencies in both service delivery and strategic input.

## Call to Action

Following a stakeholder event launching these findings in your area we recommend the following:

- Use this report to begin conversations at every level of your local community, including with the Local Authority, Police and other agencies. See [www.cinnamonnetwork.co.uk/cfaa-reports/](http://www.cinnamonnetwork.co.uk/cfaa-reports/) for the full list of Cinnamon Faith Action Audit reports
- Ask your Local Authority to sign up to the All Party Parliamentary Group Covenant on working with faith groups. [www.faithandsociety.org/covenant/](http://www.faithandsociety.org/covenant/)
- Encourage people of faith to take up roles in civic life such as Councillors, School Governors, Magistrates, Special Constables or Community Champions
- Attend and invite your Member of Parliament to the National Parliamentary Prayer Breakfast in 2016 [www.christiansinparliament.org.uk](http://www.christiansinparliament.org.uk)
- Start a Cinnamon Recognised Project in your area [www.cinnamonnetwork.co.uk/cinnamon-projects](http://www.cinnamonnetwork.co.uk/cinnamon-projects)

# METHODOLOGY

For this piece of work, measuring the breadth of activity was of central importance. With this in mind the mechanics of gathering the data and the design of the questions were geared towards collecting a large spread of results within a defined time-span. This created a snap-shot in time of activity across the country.

Using an online survey enabled the Cinnamon Faith Action Audits to be carried out in 57 locations across the UK. Local Champions led on each Audit and invited as many faith groups of all types in their area as they could to participate. 4,440 faith groups were invited to complete the survey nationally with a national response rate of 47.5%, that's 2110 faith groups completing the survey. In Birmingham (central) it was 36% or 30 faith groups.

'Faith groups' included places of worship and charities and community groups working at a local level for the benefit of the community and driven by their faith. This would include, for example, a local church running a MakeLunch kitchen, a Jewish-led charity working with older people at a local level, or a Gurdwara offering meals to the community. If respondents self-defined as a faith group then they were eligible to take part, thus enabling Local Champions to invite as wide a pool of different groups as possible.

The survey itself was simple to complete and designed to be as accessible as possible. It asked quantitative questions around the level of social action carried out regularly by the faith community, the type of social action carried out and the level of staffing and volunteers who work on it. In addition to this there were questions about the number and type of beneficiaries who access the activities.

Respondents recorded how many social action activities (or 'projects') their faith group ran. These projects had to be regularly carried out and delivered for the social or economic benefit of the local community to be able to be included. For example a Street Pastors project, Job Club or parent and toddler group would qualify, but not a prayer meeting or worship service.

Where there was more than one faith group involved in delivering a joint project, Local Champions worked with the specific faith groups involved to determine whether it would be more accurate to count that joint project as a respondent in its own right, or for each faith group to record their contribution

to the joint project. This was done in order to create the most accurate picture possible and minimise the risk of duplicating projects within the data.

For each activity or project, respondents detailed how many beneficiaries used the project, how many paid staff were deployed in running it and how many volunteers were involved. This data was then collated in order to provide an overall picture locally. The totals therefore for these three data points (beneficiaries, volunteers and paid staff) are cumulative and the figures may well include the same individuals more than once if, for example, an individual used a Foodbank, toddler group and debt centre. This would mean that they show up in the figures as three 'beneficiaries'. Similarly if one member of staff worked across several projects they would be recorded for each project they worked on. On advice of those who had run pilot audits it was agreed by the Cinnamon team that a cumulative approach was useful to see the overall impact of provision and its breadth in full.

To provide a balance to the cumulative volunteer and paid staff numbers, respondents also inputted how many volunteer hours and how many paid staff hours were spent on each project. This enabled Cinnamon and the Local Champions to assess the financial value of the time spent on each project, without double-counting or overlap. For volunteer hours, the financial value was calculated based on the Living Wage (£7.85 per hour). These figures, along with management costs, have formed the basis of the total financial value of each faith group.

Each local Audit was carried out over 4 weeks in February 2015. This provided a coherent and like-for-like picture of the breadth of faith-based social action in 57 areas across the UK. From these results a national picture can be gleaned.

# SPONSORS



Laing  
Family  
Trusts



The **Methodist** Church 





**CINNAMON**  
NETWORK

[team@cinnamonnetwork.co.uk](mailto:team@cinnamonnetwork.co.uk)  
[www.cinnamonnetwork.co.uk](http://www.cinnamonnetwork.co.uk)

To serve the nation

© Cinnamon Network  
Registered charity no. 1156985

PO Box 38082, London, SW19 1YW

supported by

 **eomans**  
marketing and fundraising specialists